

## **LISTING OF THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (currently amended) An interactive network-based marketing method comprising:  
arranging a web site and a television broadcast in the form of a game;  
capturing marketing data from web site users; and  
promoting products and services which correspond to the captured marketing data via the web site or the television broadcast, wherein one or more of the web site users ~~are~~ uses the web site to be featured audibly and visibly in the game during the television broadcast ~~participants in the game.~~

2. (original) The method according to claim 1, wherein the television broadcast is programmed according to the marketing data captured from the web site users.

3. (original) The method according to claim 2, wherein the programming of the television broadcast is determined in real-time in response to the captured marketing data.

4. (original) The method according to claim 1, further comprising:  
cataloging the products and services corresponding to the captured marketing data.

5. (original) The method according to claim 4, wherein the captured marketing data includes user trait-related data and user preference-related data, and the products and services are cataloged according to the user trait-related and user preference-related data.

6. (original) The method according to claim 5, further comprising:  
enabling the cataloged products and services to be browsed by the web site users.

7. (original) The method according to claim 6, wherein the cataloged products and services are browsed by one of the user trait-related data, the user preference-related data or both

the user trait-related data and the user preference-related data.

8. (original) The method according to claim 4, further comprising:  
facilitating the purchase of the cataloged products and services by the web site users.

9. (original) The method according to claim 4, further comprising:  
auctioning the cataloged products and services to the web site users.

10. (original) The method according to claim 9, wherein the cataloged products and services are auctioned to web site users having marketing data similar to that of the cataloged products and services to be auctioned.

11. (original) The method according to claim 1, further comprising:  
deriving revenue from the web site users.

12. (original) The method according to claim 1, further comprising:  
deriving revenue from the sale of the captured marketing data.

13. (original) The method according to claim 1, further comprising:  
deriving revenue from the promotion of the products and services.

Claim 14 (canceled).

15. (currently amended) The method according to claim ~~14~~1, wherein ~~the~~ television broadcast participants are selected by the web site users.

16. (original) The method according to claim 15, wherein the television broadcast participants are selected from the web site users.

17. (original) The method according to claim 16, wherein the participants are selected from the web site users logged-on while the television broadcast is transmitted.

18. (original) The method according to claim 1, wherein the web site users are audience members of the television broadcast.

19. (original) The method according to claim 1, wherein the web site users earn credit towards the purchase of the promoted products and services.

20. (original) The method according to claim 1, wherein the marketing data includes video and audio of the web site users.

21. (original) The method according to claim 1, wherein the web site and the television broadcast are based on a specific demographic.

22. (original) The method according to claim 1, wherein the marketing data is captured in real-time.

23. (original) The method according to claim 1, further comprising:  
transmitting the television broadcast to the web site users in real-time.

24. (original) The method according to claim 23, wherein the television broadcast is transmitted to the web site users while the game is being played.

25. (original) The method according to claim 1, wherein the web site users collaborate toward a common goal of the game.

26. (original) The method according to claim 1, wherein the web site and the television broadcast cooperate to promote the products and services.

27. (original) The method according to claim 1, further comprising:  
posing questions to the web site users during the television broadcast; and  
receiving responses to the questions.

28. (original) The method according to claim 27, wherein the questions and responses  
are utilized in the promotion of the products and services.

29. (original) The method according to claim 1, further comprising:  
broadcasting the game in real-time on the web site.

30. (original) The method according to claim 29, wherein the game is further broadcast  
by conventional telecasting techniques.

31. (currently amended) A marketing method for constructing a multimedia venue  
which elicits response data from consumers, the method comprising:

providing a live television program;

providing an interactive Internet site; and

linking the television program and the interactive Internet site via a communications  
network,

wherein users of the Internet site selectively affect content within the live television  
program, and the live television program is produced to function in tandem with the Internet site,  
and further wherein at least one of the users of the Internet site ~~is at least one of a plurality of~~  
~~participants in the television program, and at least one of the participants in the television~~  
~~program is featured visibly and audibly~~ uses Internet site to be featured audibly and visibly in the  
television program.

32. (original) The method according to claim 31, further comprising:  
providing an electronic commerce catalog; and  
linking the television program, the electronic commerce catalog and the interactive  
Internet site via the communications network,

wherein the live television program functions in tandem with the Internet site such that the content of the television program determines the content of the electronic commerce catalog.

33. (original) The method according to claim 31, wherein the Internet site is programmed to mutually exchange selected text, video and audio data between users of the Internet site.

34. (original) The method according to claim 31, further comprising:  
coordinating products and services to be selectively featured within the content of the site and the television program.

35. (original) The method according to claim 34, wherein the products and services to be featured are selected based on data from participants of the television program.

36. (original) The method according to claim 34, wherein the products and services featured are offered for purchase to the Internet site users.

37. (original) The method according to claim 32, wherein the electronic commerce catalog is archived after completion of an episode of the television program.

38. (original) The method according to claim 37, wherein the archived catalog includes an accessible index for searching the catalog by content categories which pertain to aspects of episodes of the television program.

39. (original) The method according to claim 32, wherein the electronic commerce catalog is indexed according to traits of the users of the Internet site.

40. (original) The method according to claim 32, wherein the electronic commerce catalog is indexed according to preferences of the users of the Internet site.

41. (original) The method according to claim 32, wherein the electronic commerce catalog is indexed according to traits and preferences of the users of the Internet site.

42. (original) The method according to claim 41, wherein the electronic commerce catalog is searchable by one of traits, preferences or traits and preferences of the users of the Internet site.

Claims 43-44 (canceled).

45. (currently amended) The method according to claim ~~43~~31, wherein ~~the~~ participants in the television program accrue credits by transmitting data across the communications network.

46. (original) The method according to claim 45, wherein the credits have a redeemable value within the Internet site.

47. (original) The method according to claim 45, wherein the credits have a redeemable value within the electronic commerce catalog.

48. (original) The method according to claim 45, wherein the credits are further accrued based on data received from the users of the Internet site.

49. (original) The method according to claim 48, wherein the credits are further accrued by assisting other participants in the television program.

50. (currently amended) The method according to claim ~~43~~31, wherein the Internet site includes messaging and chat software which enables the interaction between ~~the~~ participants of the television program.

51. (currently amended) The method according to claim ~~43~~31, further comprising:  
providing ~~the~~ participants in the television program with questions; and  
receiving answers to the questions.
52. (original) The method according to claim 51, wherein the received answers to the questions are used to elicit responses from the users of the Internet site.
53. (currently amended) The method according to claim ~~43~~31, wherein at least one participant in the television program is featured by way of live two-way video interaction with the Internet site and the television program.
54. (currently amended) The method according to claim ~~43~~31, wherein ~~the~~ participants in the television program advance within a hierarchy.
55. (original) The method according to claim 54, wherein the hierarchy is a multi-level incentive model system.
56. (currently amended) The method according to claim ~~43~~31, wherein participants in the television program receive bonuses in the form of selected free products and services.
57. (original) The method according to claim 31, wherein the Internet site includes links to informational and instructional databases.
58. (original) The method according to claim 31, wherein the television program is transmitted to viewers via conventional telecasting techniques across the communications network.
59. (original) The method according to claim 31, wherein the television program is transmitted to viewers via real-time video data transmission across the communications network.

60. (original) The method according to claim 31, wherein the Internet site includes messaging and chat software which enables the interaction between the users of the Internet site.

Claim 61 (canceled).

62. (currently amended) An interactive network-based marketing system comprising:  
a communications network;  
a web site linked to the communications network; and  
a television broadcast linked to the web site via the communications network,  
wherein marketing data is received by the web site via the communications network, and  
the marketing data is used to promote products and services corresponding to the marketing data  
via the web site or the television broadcast, and further wherein the television broadcast is in the  
form of a game and at least one of the users of the web site is ~~a television broadcast participant in  
the game~~ featured visibly and audibly in the game in the television broadcast.

Claim 63 (canceled).

64. (original) The system according to claim 62, wherein the television broadcast is  
programmed according to the marketing data received.

65. (original) The system according to claim 62, further comprising:  
an electronic commerce catalog linked to the web site and containing the products and  
services corresponding to the marketing data.

66. (original) The system according to claim 65, wherein the products and services in  
the electronic commerce catalog are capable of being browsed by users of the web site.

67. (original) The system according to claim 66, wherein the products and services in  
the electronic commerce catalog are capable of being purchased by the web site users.



68. (original) The system according to claim 66, wherein the web site is configured to auction the cataloged products and services to the web site users.

69. (original) The system according to claim 68, wherein the cataloged products and services are auctioned to web site users having marketing data similar to that of the cataloged products and services to be auctioned.

70. (original) The system according to claim 62, wherein users of the web site are audience members of the television broadcast.

71. (original) The system according to claim 62, wherein the marketing data includes user trait-related data.

72. (original) The system according to claim 62, wherein the marketing data includes user preference-related data.

73. (original) The system according to claim 62, wherein the marketing data includes user trait-related and user preference-related data.

74. (original) The system according to claim 62, wherein the web site and the television broadcast are based on a specific demographic.

75. (original) The system according to claim 62, wherein the marketing data is received in real-time.

Claim 76 (canceled).

77. (currently amended) The system according to claim 76, wherein ~~the~~ participants in the game are selected by the users of the web site.

78. (currently amended) The system according to claim 83, wherein ~~the~~ participants in the game are selected from the web site users logged-on while the television broadcast is transmitted.

79. (original) The system according to claim 62, wherein the television broadcast is transmitted to the web site users via the communications network in real-time.

80. (original) The system according to claim 79, wherein the television broadcast is transmitted to the web site users while the game is being played.

81. (original) The system according to claim 79, wherein the game is further broadcast by conventional telecasting techniques.

82. (original) The system according to claim 62, wherein the web site and the television broadcast cooperate to promote the products and services.

83. (currently amended) A multimedia system venue which elicits live response data from consumers, the system comprising:

a live television program;

an electronic commerce catalog;

an interactive Internet site; and

an electronic communications network linking the television program, the electronic commerce catalog and the interactive Internet site,

wherein users of the Internet site selectively affect content within the live television program, and the live television program is produced to function in tandem with the Internet site such that the content of the program determines the content of the electronic commerce catalog, and further wherein at least one of the users of the Internet site is ~~a participant~~ featured audibly and visibly in the television program.

84. (original) The system according to claim 83, wherein the Internet site is programmed to mutually exchange selected text, video and audio data between the users of the Internet site.

85. (original) The system according to claim 83, wherein the content of the Internet site and the television program features products and services.

86. (original) The system according to claim 85, wherein the products and services to be featured are selected based on data from users of the Internet site.

87. (original) The system according to claim 83, wherein the electronic commerce catalog is archived after completion of an episode of the television program.

88. (original) The system according to claim 87, wherein the archived catalog includes an accessible index for searching the catalog by content categories which pertain to aspects of episodes of the television program.

Claim 89 (canceled).

90. (original) The system according to claim 89, wherein the electronic commerce catalog is indexed according to traits of the users of the Internet site.

91. (original) The system according to claim 89, wherein the electronic commerce catalog is indexed according to preferences of the users of the Internet site.

92. (original) The system according to claim 89, wherein the electronic commerce catalog is indexed according to traits and preferences of the users of the Internet site.

93. (original) The system according to claim 92, wherein the electronic commerce catalog is searchable by one of trait, preference or trait and preference of the users of the Internet

site.

94. (original) The system according to claim 83, wherein the television program is transmitted to viewers via real-time video data transmission across the communications network.

95. (currently amended) The system according to claim 89, wherein ~~the~~ participants in the television program accrue credits by transmitting data across the communications network.

96. (original) The system according to claim 95, wherein the credits have a redeemable value within the Internet site.

97. (original) The system according to claim 95, wherein the credits have a redeemable value within the electronic commerce catalog.

98. (original) The system according to claim 83, wherein the Internet site includes messaging and chat software which enables the interaction between the users of the Internet site.

99. (currently amended) The system according to claim 89, wherein the Internet site includes messaging and chat software which enables the interaction between ~~the~~ participants of the television program.

100. (original) The system according to claim 89, wherein at least one participant in the television program is featured by way of live two-way video interaction with the Internet site and the television program.

101. (original) The system according to claim 85, wherein the products and services featured are offered for purchase to the Internet site users.

102. (currently amended) The system according to claim 89, wherein ~~the~~ participants in the television program advance within a hierarchy.

103. (original) The system according to claim 102, wherein the hierarchy is a multi-level incentive model system.

104. (original) The system according to claim 89, wherein participants in the television program receive bonuses in the form of selected free products and services.

105. (original) The system according to claim 95, wherein the credits are further accrued based on data received from the users of the Internet site.

106. (original) The system according to claim 105, wherein the credits are further accrued by assisting other participants in the television program.

107. (original) The system according to claim 83, wherein the Internet site includes links to informational and instructional databases.

Claim 108 (canceled).

109. (currently amended) A system for exchanging data between vendors and consumers, the system comprising:

- a communications network;

- an electronic commerce Internet catalog coupled to the communications network;

- an interactive electronic commerce Internet site coupled to the communication network;

- one or more user terminals coupled to the communications network and adapted to transmit user data to the Internet site;

- one or more supplier terminals coupled to the communications network and adapted to transmit information representing products and services to the Internet site; and

- a live program processor coupled to the communication network,

- wherein the Internet site determines the products and services contained in the Internet catalog based on the user data,

- wherein the live program processor is configured to produce a live television program

based on the user data and the products and services in the Internet catalog, and further wherein at least one of the users of the Internet site is ~~a participant~~ featured audibly and visibly in the television program, and the electronic commerce catalog is indexed and searchable by at least one of traits, preferences or traits and preferences of ~~the participants~~ in the television program.

110. (currently amended) The method according to claim ~~14~~ 1, wherein the captured marketing data includes participant trait-related data and participant preference-related data, the method further comprising:

cataloging the products and services according to the participant trait-related data and the participant preference-related data.

111. (original) The method according to claim 110, wherein the cataloged products and services are capable of being browsed the web site users by one of the participant trait-related data, the participant preference-related data or both the participant trait-related data and participant preference-related data.

Claim 112 (canceled).

113. (original) The system according to claim 65, wherein the users of the web site are television broadcast participants on the game, the marketing data includes participant trait-related data and participant preference related data, and the electronic commerce catalog is indexed and searchable by one of the participant trait-related, the participant preference-related or both participant trait-related and participant preference-related data.

114. (currently amended) The system according to claim 89, wherein the electronic commerce catalog is indexed and searchable according to one of traits, preferences or traits and preferences of ~~the participants~~ in the television program.

115. (new) An interactive network-based marketing method comprising:

constructing a web site to provide user interactivity options selectively presented in the form of a game, including a distinct video broadcast of a version of the game provided for non interactive viewers, wherein at least two respective web site users view aspects of the game via the web site and at least one television viewer views the game via the television broadcast;

capturing user preference data from the at least two web site users, wherein the data selectively affect the interactivity options of other users and the version content viewed by the at least one television viewer, and

further wherein a first of the at least two web site users uses becomes featured audibly and visibly during the game, and further wherein a second of the at least two web site users uses the web site to affect content in the game as a function of information provided thereto in relation to the first web site user being featured audibly and visibly.

116. (new) An interactive network-based marketing method comprising:

arranging a multi-user web site, and providing a game on the web site wherein a version of the game is simulcast on television as a program viewed by non participants;

featuring one of a plurality of web site users audibly and visibly live in the game as a function of the web site;

eliciting preference-related data from web site users at least partially as a function of the step of featuring the one web site user; and

featuring products and services which correspond at least in part to the elicited preference data.